

Foreign Experience in the Development of Agricultural Tourism and its Application in the Republic of Uzbekistan

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ABSTRACT

Agrotourism is agricultural tourism, classified as the activity of farmers providing services related to recreation and education of the population in order to sell agricultural products and earn additional income (Purdue University, USA).

The tourism industry in the modern world is one of the largest and most profitable dynamically developing sectors of the world economy. Tourism accounts for 10% of the world's gross national product, investment, jobs and consumer spending. In the last decade, according to the United Nations World Tourism Organization (UNWTO), revenues from the tourism industry have been increasing annually with an average 7.9%, while the share of agricultural tourism in the tourism sector of the economy is growing at an even higher rate. Tourism, which originated in the middle of the twentieth century in France and Italy, today has a strong place in the economy of these countries. Agrotourism has been developed not only in these countries, but also in the USA, England, Spain, Germany, Lithuania, Poland, Japan, Malaysia, etc. Agrotourism is a sphere of tourism that begins to compete with resort and cultural tourism, which is confirmed by practice foreign countries.

KEYWORDS: *ethnographic, rural, ethno tourism, rural house, rural work, agrotourism, rural tourism, MICE tourism, cultural tourism, folk festivals*

INTRODUCTION

Austria can be considered as the ancestor of Agrotourism in Europe and it has developed its agriculture and picturesque alpine landscapes with small villages. It is believed that Agrotourism began its development in Europe in the first half of the 19th century, almost 200 years ago. This was marked by the opening in France of the 1st Association of Agritourists Agriculture et tourisme. Recently, some tourists prefer to spend their holidays in the countryside, where they can spend several weeks living in village houses, getting to know the rural way of life, with the local culture and local customs, taking part in traditional rural work. This type of tourism is chosen by those tourists who have already experienced a lot and want variety. Most of them are often residents of large cities who are tired of constant work stress and the hectic pace of city life. They want to spend their vacation in a calm environment away from the bustle of the city. This type of recreation is distinguished by the use of natural, agricultural and other kind of resources in the countryside. [1].

Data and methodology. Agrotourism, depending on the motivation of the consumer, can be classified into rural

tourism, ecotourism, ethno-tourism, culinary tourism, geological tourism, and out-of-town recreation. Along with the concept of agrotourism, there are such types of tourism as rural, farm, soft, green, ecological. Agricultural tourism, rural and farm tourism are often used as interchangeable and synonymous concepts. This is due to the fact that this segment of the rural culture is the defining component of the tourism product. Today, agrotourism and rural tourism have several definitions.

Agrotourism is often associated with rural tourism, but the concept of agrotourism is somewhat broader. It is possible to give a definition of agrotourism based on the Western approach to this concept, but taking into account the peculiarities of the Russian segment: "Agrotourism is a type of tourism that involves tourists visiting an operating farm (hotel), agricultural enterprises or personal subsidiary farms located in the countryside." The Russian difference from Western practice lies in the fact that personal subsidiary plots, being sometimes the main source of family income, are not registered as a farm, but they are able to provide tourists with all the benefits and excursion services as on a farm. In the above definition of agrotourism, it is important that the farm is active and main agricultural activity. The services provided by agrotourism are secondary (complementary), allowing you to obtain stable competitive advantages based on available resources.

The main characteristics of agrotourism are:

- satisfaction of human needs associated with practical participation in the production process, in the life of a rural family, as well as rural society;
- satisfaction of human needs in the field of agricultural production or ethnography;
- satisfaction of emotional needs based on the desire for direct contact with pets, satisfaction of the need associated with a rural atmosphere.

Data collection and research findings.

However, agrotourism has become an attractive way of spending leisure time for tourists outside the traditional beach and hotel. The World Tourism Organization, assessing the state of agrotourism, and being one of the areas of ecological tourism, indicates that it has combined various types of recreation, developing at a very rapid pace abroad and being one of the five main strategic directions for the development of world tourism until 2020. In the developed countries of Europe, rural tourism is very popular and ranks second after beach tourism, bringing about 20-30% of the total income from the tourism industry. Currently, there are several main models of Agrotourism in the EU:

The British Agrotourism model is based on the cohabitation of farm owners and tourists. The main services provided under this model are horseback riding and hiking, which is typical for ecotourism. Today, fishing has been added to the compulsory services. A novelty should be called the emergence of farms that provide historical tourism services of certain eras.

The German Agrotourism model - the main one is mutual labor in the fields and the joint participation of tourists and owners in daily life and farm work. In fact, two types of rural tourism are popular in Germany: farm tourism itself - living together and working in the field - and ethno tourism. German ethno-tourism involves participation in all kinds of folk festivals and celebrations, these are famous beer festivals and ordinary events to celebrate the day of the village.

The French Agrotourism model - cooking and winemaking - is the main element. In this case, tourists are offered a separate house with a full menu of local cuisine, including cheeses, cognacs and wine drinks, of which there is a huge variety, given that each farmer has his or her own wine and brand.

The Italian model of Agrotourism is similar to the French model, but it has its own flavor. In addition to the culinary direction, it includes entertainment programs, physical

activities from sports, visits to historical sites. Italian tourists are expected to work in the vineyards - picking and processing grapes and picking olives. Living conditions are different: it can be a luxurious villa or a simple village house. According to statistics, more than 50% of Europeans prefer rural vacations. For example, in Austria, agrotourists accounted for 16% of the total number of rural tourists in the European Union, Italy - 13%, France - 15% and Spain - 8% [1].

Results. For decades, agrotourism has been developing in Italy, Spain, France, Greece, and these countries are today the main trendsetters in the segment of world agrotourism, a huge network of private rural hotels has been developed here, thousands of various tourist attractions have been created, hundreds of routes have been developed. Students regularly go to farms in the United States to earn extra money during the summer holidays. A large number of farms in Colorado, Texas and Arizona are looking forward to additional hands. The conditions are relatively modest: a room for one or two people is provided for living, meals with the owners of the house and not a very large monetary reward. Forbes has selected some of the countries in which it is especially pleasant to do Agrotourism. The table shows the cost of entertainment in different countries. [4].

Table 1: The cost of entertainment in Agrotourism in different countries [4].

Country	Entertainment activities	Value
Croatia	Collecting olives, working in the vineyards, searching for truffles with specially trained dogs	€ 30-80 per person per day
Czech Republic	Opportunity to milk a cow or take part in shearing sheep, making cheese from goat milk, participating in a hunt	from € 3 for accommodation in a campsite
Sri Lanka	Carving wood and ivory, working on tea, rubber and coconut plantations, as well as teaching the subtleties of Sri Lankan cuisine	from \$ 2000 per person for 13 days
Poland	The basics of blacksmithing, making oszypiek cheese made from sheep's milk	from € 8 for accommodation in a campsite
Cyprus	Caring for goats and sheep, helping the owners in baking bread, picking oranges and cherries	from € 40 per person per day
Italy	Participation in making pizza, picking oranges	from € 30 per person per day

In recent years, agrotourism has become a rather popular form of recreation. This trend was picked up by many travel agencies and began organizing tours to farms. Long-term agricultural tours are rare. Basically, tourists prefer vacation time or weekend tour. Firms provide visa support, organize x operates in 53 countries [5].

The activities of the worldwide Help Exchange organization are similar to WWOOF, the main difference is that it offers not only farms for employment and recreation, but also schools, orphanages, churches and other organizations that need help and additional working hands. Kibbutz Volunteer is an agricultural community organization in Israel with a lot of work and labor shortages. It is constantly necessary to harvest, milk cows, look after livestock and do other

household and household duties. However, working and rest conditions are always negotiated [6].

Uzbekistan is mostly an agricultural country. Rural tourism, as a new type of recreation, can play a large role in the tourism segment of Uzbekistan, using both inbound and outbound tourist flows. According to statistics, Uzbekistan was visited by 6,748,500 tourists in 2019, while this figure was 5,346,200 people in 2018. Of them, 51.3% were persons aged 31-55 (52.1% in 2018), 20.2% - aged 55 and older (19.4% in 2018), 19.5% - aged 19-30 (20.4% in 2018) and 9.1% - persons aged 0-18 (8.1% in 2018). Taking into account the importance of various social and cultural entertainment events for attracting tourists to Uzbekistan, various events have been organized since last year, considering the specialties of each region. In particular, such major events as

the first pilgrimage (Ziyorat) tourist forum (Bukhara region), the Bakhshi art festival, the Archaeological forum (Surkhandarya region), the Game of heroes (Khorezm region), the Muynak motor rally, the Element music festival (Republic of Karakalpakstan), CIS Tourism Fair (Samarkand Region), Geotourism Forum, Pomegranate Festival (Kashkadarya Region), Electronic Music Festival, Gastronomic Festival, World Influencers Congress (Tashkent).

As part of the action plan for the development of MICE tourism, approved by the Cabinet of Ministers, potential objects for holding MICE events in the regions were studied, a unified register was created and the "Meetings & Events Catalog" was developed. In addition, to coordinate such events, a Congress and Exhibition Center is being created in the structure of the committee. Favorable ecological and climatic conditions, the necessary infrastructure, a unique ethnographic culture with traditional hospitality - all this is present in our country and can be used for agrotourism. Agrotourism, ethnographic, rural, green, rural tourism - all these are synonyms of one type of tourism taking place in any rural area (village, village, farm, estate, private house), where tourists, escaping from noisy cities, get acquainted with life and customs of the local population, live in rural houses, take part in rural work. During festivals and holidays (especially Navruz), tourists can see various competitions, participate in various cultural events.[7] of greatest interest for rural tourism are old settlements with unpretentious architecture using the traditions of the past, the inhabitants of which follow any traditions from folklore. At the same time, ecologically clean rural food, fresh air, the opportunity to participate in any small rural work, contribute to the strengthening of both physical and mental health. From an educational point of view, agrotourism provides an opportunity to learn many types of village activities: horse or donkey riding, harvesting fruits and vegetables, haymaking, milking a cow or goat, cooking, familiarizing with national crafts and crafts (embroidery, weaving, modeling, etc. pottery). On the cognitive side, a tourist learns a lot from the customs and mores of a particular region, gets acquainted with the unique folklore and culture (musical performances, customs). Agrotourism has been well developed in Europe. In addition to accommodating tourists in rural houses and farms, there is the possibility of accommodation in reconstructed ancient castles, monasteries and mills, where visitors come into contact with antiquity to a large extent. The main set of services - living in a rural house, eating rural food, picking plants and berries, caring for pets, hayloft, fishing and many other types of services and entertainment are organized at a high level. Almost all regions of Uzbekistan have great potential for rural tourism.

The development in this kind of tourism can make a huge contribution to strengthen the rural economy, create additional jobs in the hospitality industry, reduce the outflow of the local population to cities, raise the cultural and intellectual level of villagers, and stimulate the production of organic food. Agrotourism also contributes to the revival and development of national crafts and trades, customs and rituals. From the point of view of preserving natural resources, rural tourism also plays an important role here. You can start this activity with a small start-up capital. Then, many villagers in popular resort areas of the republic, independently installing tapchans, along the banks of rivers and reservoirs, attract many car tourists from cities. Some

people are already talking about an independent industry in this area - the so-called slipper tourism. True, here, often poorly maintained sanitary and environmental standards. What does an ordinary villager get as a result of organizing rural tourism? First of all, it is a high level of profitability, the possibility of providing jobs for fellow villagers, intellectual development associated with new creative work, raising the educational level, mastering new professions related to service. Forgotten crafts, rituals and traditions receive a revival and a new impetus. In return, tourists get a good rest for a reasonable price, strengthen their mental and physical health, improve their knowledge of rural life, practicing with specific examples. New impressions and communication with rural workers develop a personality, its desire for self-improvement. [3].

In foreign agrotourism, a kind of exchange between a tourist and a landowner is also practiced, when a tourist, in exchange for free accommodation and food, participates in agricultural work for part of the day. Many people would like to participate in the collection of melons or cotton. In fact, this type of activity can be practiced a year-round by harvesting two or three crops a year. During Fall in the mountains, it is not a bad idea to attract these tourists to pick walnuts, almonds, berries, cherry plums, hawthorns, rose hips, where participants also get involved in mountain nature, learn a lot from the life of mountain villagers. you can definitely combine here such tours as purely ecological or nature tours. Then, the tour participants get acquainted with folk (and partly with traditional) medicine in the case of collecting medicinal herbs. During haymaking, many of the tourists would like to take part in it. In this case, an overnight stay in warm weather can be offered in the hayloft. [2].



Suzma sellers in Gus



In the workshop of a ceramist



Laid table for uests



Master Class with Suzanne

Almost all regions of Uzbekistan have the necessary resources for the development of rural tourism. They are diverse natural conditions, from foothill and mountain landscapes to steppe and desert areas, where rural settlements are everywhere with adjacent rural lands - fields, gardens,

vineyards, pastures. And all kinds of natural monuments, memorial places of worship, architectural and archaeological monuments located in the immediate vicinity of these villages can be used as additional ecological, cultural and educational objects for visiting and familiarizing with them. Rural tourism is often mixed with ecological tourism and it is sometimes difficult to separate one type of tourism from another. From this interaction between them, rural and ecological tourism can only get more benefits. What can attract visitors to our country? What looks so extraordinary in the eyes of a foreign tourist?

First of all, these are peculiar tourist brands of Uzbekistan: a peculiar multi-storey nature, unique oriental architecture, picturesque villages surrounded by poplars and rows of mulberry trees, adobe and stone dwellings, donkeys, camels, an oriental meal, hospitality, dastarkhan, tea drinking, fruits and vegetables and much, much other ...

In Uzbekistan, rural tourism is well developed in the Jizzakh and Navoi regions, in the area of the northern slopes of the Nurata ridge. In such villages as Eski Farish, Ukhum, Hayat, Mejrum (Majrum), Sentyab, guest houses are organized. The guests of these houses make fascinating walks in the mountain tracts, get acquainted with the flora and fauna of the Nurata Biological Reserve. There is a possibility to rent horses and donkeys. Of the sights of this region, one can note individual petroglyphs, the high-mountainous lake Fazilman, as well as a huge specimen of the eastern biota in the village of Mejrum. Usually, after visiting guest houses in the villages of the northern slopes of the Nurata ridge, tourists go to yurt camps located in the immediate vicinity of Lake Aydarkul. Here they can get acquainted with the nature of the Aydar-Arnasay lake system, as well as come into contact with the sands of the Kyzyl Kum desert, which are close to the camp. A camel ride through the dunes of these territories towards the village of Dunglek will pleasantly add to the overall experience. Acquaintance with the life of desert dwellers and their traditional way of life can also be included in the program of these tours.

By developing rural tourism in the Nuratau-Aydar-Kyzylkum region, it is possible to create a kind of ethnographic cultural center. And with sufficient funding, on the basis of some village, organize a special "aul-town" for receiving tourists. To create a garden around the town, vegetable gardens, where tourists could plant seedlings, take care of the beds, and collect fruits in the future. Such a town can be built in taking into account old technologies (clay, stone), but new technologies can also be used for a more fortified frame and reliable walls with ceilings. A separate room can be allocated for organizing an ethnographic museum with various exhibits of household items: old irons, spinning wheels, pottery machines, kerosene lamps, kettles, pots and spoilage. A cart can be placed in front of the entrance to the museum. Many residents of nearby villages will receive additional jobs in this tourist town. The general impression of all this ethnographic village-village will be like a kind of open-air museum.

Additionally, you can organize eco-trails from this town to the mountain tracts and offer tourists to ride a horse or a donkey. In such an ethnographic center, tourists can familiarize themselves with and learn how to bake cakes in tandoors, participate in the preparation of dairy products (butter, suzma, kurt). Locals can also arrange musical performances. And if any of the villagers has a wedding, then why they don't invite dear guests to it? The revival of local crafts not only enriches the entire tourist product, but also stimulates their development.

If the villages in which it is possible to organize agrotourism are in close proximity to the traditional tourist routes along the Great Silk Road, then this only plays into the hands. Although there are many lines of this route through the territory of modern Uzbekistan, it is necessary to develop the associated infrastructure for the comprehensive implementation of the new route. In the Samarkand and Tashkent regions, which are rich in vineyards and production for their processing, special tasting tours can be offered. In Samarkand, such a wine tasting tour is already underway. In the mountainous areas of these regions, the program of the tasting tour can offer visits to apiaries and tasting of honeycomb honey and other beekeeping products. And local shepherds can tell a lot about their work, offer a cup of milk and talk about the technology of making kurt or suzma. In terms of combining natural and agro-tourist components, one can mention the development of tourism in the Zaamin district of the Jizzakh region. In addition to the traditional sanatorium and resort tourism, to some extent developed in the vicinity of the Zaamin sanatorium, the region is currently actively promoting the region in other spheres of tourism, including ecotourism and active recreation with elements of rural tourism. Already, in such villages as Duoba, Peshagar, Khatap, Beshbulak, Urikli, guest houses are being created, where tourists are offered a varied program: "kelin-salom", "honey festival", "kumys show", "beshbarmak", "dombra show", Joint cooking of national dishes (kazon-patyr, kurt-davo, kazon-kabob, kazon-non), etc. In addition, you can get acquainted with the sights of the Zaamin National Park (unique juniper forests, a waterfall, the Sherbulak spring, the centuries-old walnut tree "Bobo-Yongok", Peshagar Caves). Sometimes it is worthwhile to time the agrotourism routes for all kinds of holidays, events and festivals. For example, to conduct such tours during the spring holiday of Navruz, when tourists are offered all kinds of competitions, contests, tastings, dances. The experience of such a festival was at one



Making patir



Performance beshkarsak



Head for bread



Tandoor - family hearth

time held in the Baysun mountains of the Surkhandarya region, which has powerful ethnographic and natural components. And the architectural and archaeological sites of the region, especially Old Termez, complement the already list of sites worthy of tourism. Kupkari games are held in almost every village every year, and sometimes several times, where you can also invite tourists, even for one day.

Agrotourism has great potential in the field of domestic tourism, as well as in the development of small business. This type of tourism allows to create new jobs in rural areas, stimulates to some extent the development of rural infrastructure, raises and develops the cultural and educational level of the local population. Travel companies can organize and develop rural tourism by negotiating with farmers, mahalla committees and other representatives of local authorities. And of course, one cannot do without external investment, a good tax and legal basis, and also qualified personnel. [7].

Conclusion

From the conducted research, we came to the conclusion that Uzbekistan is an agricultural country, agrotourism will become a locomotive for the development of tourism in Uzbekistan. Thus, agrotourism is a profitable direction for the development of the agricultural sector of the economy, focused on environmentally friendly goods and environmental services, which can make a sufficient contribution to the regional budget. This is a successful and independent direction, it is interesting in terms of attracting investors to the development and expansion of existing ones and the creation in the future of modern agrotourism areas. Agrotourism, acting as an incentive for the formation of agricultural parks, eco-clusters, contributes to the preservation of the national identity of the regions of the country, is one of the factors in the development of rural areas: it helps to increase the employment of the rural population, reduce the migration of rural youth to megacities, increase the duration of the tourist season and is

an affordable type of recreation at a cost. To achieve the goals at the present stage of development of agrotourism, it is necessary to create the following mechanisms: national public organizations uniting estates, agrotourism farms and enterprises, participation of such enterprises in international associations, an increase in the number of estates certified according to international standards in the agro-tourism system, dissemination of information on the development of agrotourism in country through international electronic databases, as well as the creation of a system of state support for agrotourism business and the development of its infrastructure.

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